



# Disney News

Official Magazine  
for Magic Kingdom  
Club Families

FALL 1967





Disneyland guests enjoy a meal at the beautiful Blue Bayou Terrace restaurant where a moonlight atmosphere prevails all day long.

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OFFICIAL MAGAZINE for  
MAGIC KINGDOM CLUB FAMILIES

Vol. 2, No. 4 Sept., Oct., Nov., 1967

**Our Covers** / Disneyland's new Tomorrowland, the subject of our front cover, is a world on the move with transportation systems of the future and new attractions presented by major American corporations. Our back cover describes the relaxing way to visit Disneyland — in the fall.

## CHANGE OF ADDRESS

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A glittering buffet of appetizing dishes, displayed in Victorian splendor, are one of the many highlights of the Plaza Inn restaurant.



Even ice cream tastes better at Disneyland.



This South Sea Island's show is an exciting part of a meal at the Park's Tahitian Terrace in Adventureland.

## Even in Restaurants Disneyland Excels

No entertainment complex in the world has provided its visitors — and club members — with such a variety of fabulous things-to-do as Disneyland — even in dining the Park excels. In fact, some of the finest eating places in California are in the Magic Kingdom.

Located through the Park are more than 25 restaurants and refreshment centers, each designed in the "theme" motif of its location.

A stroll down Main Street, U.S.A., takes you to one of the Park's newest and most elegant eating places, the *Plaza Inn*. Designed in lavish Victorian splendor, complete with rich red brocades, gleaming crystal and dramatic stained glass, the restaurant provides guests with an elegant buffet featuring dishes priced to fit every budget.

The completion of a new \$23-million Tomorrowland this summer brings one of the world's most unusual refreshment complexes to the world of Disneyland — Coca-Cola's *Tomorrowland Terrace*, offering sandwiches and soft drinks, and featuring a futuristic approach to climate control. Without exterior walls, the climate in the *Terrace* is comfortable no matter what the weather outside.

On the banks of New Orleans Square's Blue Bayou, the starting point of Disneyland's new *Pirates of the Caribbean* adventure, is perhaps the most unusual of all the Park's — if not the world's — restaurants, the *Blue Bayou Terrace*. Here, you'll enjoy gourmet delicacies as you dine in the evening any time of day! Crickets chirp and fireflies dance above the river bank as you relax on the terrace of a stately Southern mansion.

One of the Park's most popular res-

taurants for several years — the tropical *Tahitian Terrace* is located in Adventureland. Here, Oriental and Canarian foods are served in the lavish setting of the South Sea Islands.

*Casa de Fritos*, located in Frontierland, is another unusual eating place found in the Magic Kingdom, with a south-of-the-border motif and serving such Mexican specialties as tacos, enchiladas, hot tamales, and refried beans.

Of course, there are many other eating places throughout Disneyland — in fact several in each "land." But, the best thing about this variety of places to dine is the variety of food. Everything from hamburgers and tacos to lobster and inch-thick teriyaki steaks — served buffet-style or by waitress, indoors or outdoors, and of course, with children's plates, making a meal at Disneyland a perfect treat for Magic Kingdom Club families of all ages and size.

## Services — A Specialty At the Magic Kingdom

There is a lot more to an entertainment and amusement complex like Disneyland than unusually exciting adventures and attractions, places to eat, and ways to have fun — services are one of the Magic Kingdom's most important specialties.

Today, Disneyland provides some of the most unusual services in the world — everything from pet motels to a rent-a-stroller shop. There's the Disneyland baby station that offers a place for mothers to feed and change babies, with well-kept, sterile facilities for both. There is a full time lost and found department, more than a dozen public telephones, locker service, a lost children's department, a facility for renting strollers and wheel chairs, a first aid center with registered nurses on duty at all times, a bank with complete bank-

ing facilities and several rest rooms in each "land."

One of the most unusual of Disneyland's services is Ken-L-Land, providing facilities for pets in airy individual "dog house" enclosures while the owner visits the Magic Kingdom.

According to Steve Chandler, Ken-L-Land's manager, "We've had every recognized breed of dog in the world at one time or another. But, with 10,000 animals per year, we get quite a variety of pets — monkeys, ocelots, snakes, squirrels, turtles, tropical fish, and even a lion cub last year. Perhaps the most unusual of all animals we've had is a rare Basenji, a dog species native to the African Congo that cannot bark! The largest animal was a horse that a guest rode in one day."

And so, with facilities for everything from pets to children to adults, services are just another reason why Disneyland is . . . "The finest in family entertainment."



A rustic cabin, a snow tractor and beautiful mountain scenery—three important elements for combining business with honeymooning in Mineral King valley.

## Honeymooners Brave Cold In Mineral King Valley

Men and women of the frontier days never had it any more isolated or romantic than Messrs. and Mesdames David Beck and John Blair, a couple of newlywed couples who combined business with honeymooning and spent the winter months shut out in the cold of Mineral King.

The men were there to survey snow conditions on the scene for the upcoming Disney project and the women to cook and keep house, of course, but not in the modern manner. The four lived in two small and historic cabins that had been built 87 years before, and used wood-burning stoves for heat and artificial gas for both lighting and cooking.

Beck, an expert on snow safety who obtained his training at the National Forest Service's avalanche school in Utah, and Blair, a former sheetmetal worker now versed in snow checking, experimented with dynamite as a means of controlling snow packs, and gathered data on snow depth, avalanche control, wind and other weather conditions.

Precipitation was heavy. Forty-one inches of snow fell in just two December days, but the men predict that skiable snow will remain in the upper bowls of the area we plan to develop until as late as July.



Disneyland provides facilities for everything from guests' dogs . . .  
. . . to their infants.



## WED's 'Audio-Animatronics' Progresses With Disneyland

In just four short years since its introduction in Disneyland's *Enchanted Tiki Room* in 1963, "Audio-Animatronics" has progressed from the simple singing and swaying of birds and flowers to the complexities of more than 60 sword-waving, pistol-firing buccaneers who inhabit the *Pirates of the Caribbean* adventure.

On the way from the *Tiki Room* to the pirate lair in New Orleans Square, figures programmed through the "Audio-Animatronics" system have

appeared in such Disney-designed attractions as *It's a Small World*, *Great Moments with Mr. Lincoln* and *Primal World*.

But, that is just the beginning. This summer in Tomorrowland, a new generation of "Audio-Animatronic" figures portray four generations from the same family in the General Electric show. And a whole "Mission Control" Center, including flight director and eight crewmen, will introduce McDonnell Douglas moon voyagers to the complexities of space travel.

Created by WED Enterprises, the Disney architectural, engineering, research, and development firm, "Audio-

Animatronics" is a system that electronically combines and synchronizes voices, music, and sound effects with the movements of animated figures. Once they are programmed into a given pattern of movement, the life-like actions of these figures can be repeated over and over again, always on cue, show after show throughout the day.

Take the word of Marc Davis, WED designer who has worked with "Audio-Animatronics" since *Tiki Room* development days: "The technology keeps right on moving forward. We started out hoping to make the GE families live up to the pirates. Now—with the new equipment and experience we have proved out in the pirate show — the GE figures can do some things even the pirates can't. And the Mission Control flight director in the McDonnell Douglas pre-show will probably take another step forward . . . because we keep on building and plussing as we go along."



WED's latest "Audio-Animatronic" figures, like Grandma (above) in the *Carousel of Progress* show, are getting to be so advanced they're taking to reading the *Disney News*.

## Park's Infamous Pirates Are Most Famous, Too

The *Pirates of the Caribbean* are probably the most infamous band of buccaneers around the country these days, but there's no question that they're the most famous. Newspapers from nearly every state have praised the new adventure since its opening last spring with phrases like "the eighth wonder of the world," "the best Disneyland attraction ever," and "the pirate ride proves that wonders never cease at Disneyland." — while two national magazines, *TV Guide* and *Life*, have photographed the ride extensively for color layouts in later editions.

*TV Guide* has already published an article entitled, "Bold Buccaneers . . . Under Strict Control." They summed it up this way, "The cast of 119 people and animals (in the *Pirates of the Caribbean*) sets up a considerable din and is quite realistic in portraying the chaos and turmoil inherent in a real pirate attack."

But, this is only part of the picture at Disneyland, where newspaper stories about the Magic Kingdom pour into the Publicity Department every day and magazine layouts come a little easier, perhaps, than elsewhere—probably with a little help from Tinkerbell's magic wand.

## Park's Shooting Galleries Get New Paint Job Daily

It takes a lot more than a stroke of luck to keep the Park's two shooting galleries spotless and sparkling clean every day — with nearly two million lead pellets fired yearly, it takes about 3,625,401 strokes (approximately 1900 gallons) of paint!

The shooting galleries receive a paint job every day, at 7:00 a.m., the extent of which depends on the previous day's damage. On a busy day, nearly all of the paint on the targets is chipped off.

There are 17 different colors of paint for the galleries, mostly vinyl, but some shellac is required for the water targets — 37½ gallons are used

weekly. Eight times a year, the paint builds up to a point where it must be burned off and the galleries entirely repainted.

The crew of two painters per gallery haul a special trailer to the job every morning and away when they're finished, two hours later. The trailer is especially designed for the shooting galleries with paint buckets on the sides and special rollers and brushes.

According to paint shop supervisor, Ray Schwartz, "The painters have to be artists as well as good brush and roller men. Several of the targets have intricate patterns like bark on the trees, spots on the giraffes, etc., and the fellows have to make them look real — authenticity and realism are an important part of every Disneyland attraction."



A new coat of paint for the Park's shooting galleries is just part of every day's work for these paint shop "artists."

## 'World of Color' Features New Format for 1967-68

*Walt Disney's Wonderful World of Color* begins the 1967-68 season, its fourteenth on television, with a new opening format and a full complement of sponsors.

Through the years, under the various titles of *Disneyland*, *Walt Disney Presents*, and now *Walt Disney's Wonderful World of Color*, the popular family anthology series remains one of the most respected, highly rated and

award-winning network programs. In September, when the new season begins, *WWC* will have a new format for introducing the weekly episodes in the absence of Walt.

Ten new lead-ins will give a new pace and variety to the program. Each will be a one-minute set of quick scene cuts kaleidoscoping Disney motion pictures, television, the Florida project, Disneyland — the entire Disney world — plus random, candid shots of Walt himself.

None of the lead-ins will be designed for a particular kind of show, but will

be run sequentially over a ten-week period to give variety to each presentation.

The first show this fall will be *The Not So Lonely Lighthouse Keeper*, a drama about an animal-loving ex-sea captain, set on a remote Channel island off the California coast. When it comes to laughs, *Nuthin'* is an off-beat Western two-parter, paced by rip-roaring frontier action and down-to-earth humor.

Heading the list of nature and animal adventures are *Run, Appaloosa, Run*, *Pablo And The Dancing Chihuahua*, *One Day At Beetle Rock*, *The Wild Heart*, and *My Family Is A Menagerie*.

A choice number of upcoming *WWC* all-cartoon shows are scheduled, including *Pacifically Peeking*, featuring a new character, Moby Duck; *How The West Was Lost*, with a testy, tetchy Old Timer; and *The Little Ranger of Brownstone Park*, starring that portly little pen-and-ink fellow, Ranger J. Audubon Woodlore.

One of the world's most delightful places is Disneyland, and *Wonderful World of Color* pays tribute to it. Audiences will be given a gala sightseeing trip in *Disneyland*, *The New Magic Kingdom*, treating them to an entertaining look at the recently opened *Pirates of the Caribbean* adventure and the new Tomorrowland attractions.

*The Fighting Prince of Donegal* and *The Monkey's Uncle*, former successful movies turned into TV multi-parters, help round out the list for the coming season.



Kitty Porteous and Andrew Penn, stars of *The Wild Heart*, make friends with a fierce-looking Redtail hawk in the television show, scheduled for *Walt Disney's Wonderful World of Color* this Fall.

## Beautiful Landscaping Part of Park's 'Show'

It took magic of a sort to transform nearly 200 acres of flat, windswept land in Anaheim, California, into Disneyland — a world of snowcapped mountains, colorful flower-lined lakes, dense forests, rolling green lawns and gardens known the world over. Although this beautiful year-round flora is just one of the many aspects of the Disneyland "show," its beauty and extensive variety challenges the top botanical displays and landscaping achievements in the world.

The landscaping at Disneyland covers a broad spectrum, from a simulated Congo rain forest in Adventureland to a contemporary floral entertainment stage in the Tomorrowland Terrace restaurant. There are bamboo and rare coral trees in Adventureland; pepper trees, olive trees, assorted flowers, and ivy on Main Street, U.S.A.; California poppies, marigolds, and yucca in Tomorrowland; date palms and flowering peach trees in Fantasyland; cactus and joshua trees in Frontierland; and, of course, thousands more throughout the Magic Kingdom.

Perhaps the base of the Matterhorn mountain has the most world-wide collection of vegetation at any one point in the park; Colorado spruce, Euro-



One of the floral highlights in the new Tomorrowland is this rare 19-trunk African palm tree.

pean birch, Chinese tallow trees, Japanese honeysuckle, marguerite from the Canary Islands, Mexican marigolds, Iceland poppies, English holly and Himalayan deodar enhance the area surrounding the famous Disneyland mountain.

One of the world's most unusual shrubbery exhibits is a part of the landscaping around the Park's *It's a Small World* attraction, the Disneyland topiary gardens. In the manner of ancient topiary craftsmen, Disneyland designers have trimmed and pruned plants for many years so that they take on the shapes of giraffes, waltzing hippos, and

elephants that stand on their heads.

The most unusual of all plants in Disneyland is the *Swiss Family Robinson Treehouse*, one of the world's largest artificial trees. Simulating the rare African Coral, this engineering wonder has immense cement roots that plunge 42 feet into the ground, 80-foot limbs and more than 360,000 colorful plastic leaves, each attached by hand.

For purposes of botanical identification, this "rare" specimen has been unofficially christened *Disneyodendron semperflorens grandis*, which means, "Large Ever-Blooming Disney Tree!"

## DISNEYLAND WARDROBE: From Fantasy to Fashion

In the beginning, every land in the Magic Kingdom was somewhat of a fantasyland — something no one had ever seen or imagined before. And the costumes worn by employees in those days were done in a fanciful vein to support that early Disneyland image.

But, today, the Magic Kingdom has caught up with, and even surpassed, the latest and most current fashions.

According to Disneyland's wardrobe manager, Lella Easton, "This summer in the new Tomorrowland we are facing the biggest challenge we've ever had. Not only in designing and discovering fashions that are not on the market yet, but putting them on Disneyland employees without knowing how the public will react. We have everything from colorful tight fitting jumpers on the PeopleMover, Rocket Jets, and Flight to the Moon employees, to mini skirts for Carousel of Progress hostesses."

The job of outfitting employees with top fashions in an all-new Disneyland area is a difficult and time-consuming one, requiring much traveling, especially to fashion wholesalers and fashion shows. The basic ideas and sketches are drawn up by Lella and WED Enterprises, Inc., and then presented to leading clothing manufacturers. The two parties then get together and make up sample outfits in the desired colors, styles, and fabrics. The final decision is made from these.

"The number of costumes we'll need also has to be determined," says Lella. "We usually figure about five outfits for each employee, covering us in a variety of sizes and allowing for cleaning time and wear and tear. This summer we will have more than 20,000 outfits in nearly 400 different styles!"

The wardrobe department itself, the largest active one in the world, keeps 14 seamstresses and ten attendants busy the year around. In a period of 12 months, they'll use more than 7,000 yards of material and a quarter of a million yards of thread!



Carousel of Progress, Rocket Jet, and PeopleMover employees (left to right) sport the latest fashions in their Disneyland wardrobe.



Wally Boag, as Pecos Bill, cracks up the Golden Horseshoe audience every time.

## Vaudeville's Not Dead At the Magic Kingdom

The days of nickel movies, the horse-drawn ice wagon and the Stanley Steamer may be gone forever, but vaudeville is not dead — not at Disneyland, where the Golden Horseshoe Revue is still presented daily after more than 17,000 performances.

Since its opening in 1955, the Pepsi-Cola Revue has broken all show business records, even surpassing past record-holder "The Drunkard" by more than 8,000 performances. The Golden Horseshoe passed the sixteen million attendance mark several months ago.

The Golden Horseshoe Revue itself stars Wally Boag, Fulton Burley, and

Miss Sue Foot Sue, Betty Taylor, as well as the lovely Golden Horseshoe Dancing Girls.

Wally Boag, who plays the dual role of the Traveling Salesman and Pecos Bill, has appeared in the show since its inception. In his balloon blowing antics, Boag creates animals and shapes almost beyond description. He has used almost 250,000 balloons in the 11-year-old show.

Fulton Burley, the Golden Horseshoe's Irish tenor, has been in the show since 1962. His rousing rendition of "Clancy Lowered the Boom" is a special favorite of many, but antics with Wally Boag usually see Burley come out on the short end.

Sue Foot Sue, Miss Betty Taylor, follows her bright "I Don't Care" with



A beautiful waltz done by three beautiful Golden Horseshoe dancers.



The Golden Horseshoe's Irish tenor, Fulton Burley, "lowers the boom" every performance.

"Won't You Come Home, Bill Bailey," a mainstay of the show for the last ten years. Betty glows with pride when introducing her boy friend, Pecos Bill, alias Wally Boag, and the hilarious acts which follow are not to be missed by anyone who enjoys laughter.

The Golden Horseshoe Girls bring both beauty and talent to the Revue. Whether performing the sedate waltz in three-quarter time or the capricious cancan, the girls add a whole new dimension of entertainment to the show.

Now in its twelfth year of continuous performances, the Pepsi-Cola Golden Horseshoe Revue is as fresh and exciting today as it was 17,000 performances ago. It is a show as universal as laughter, and as popular as entertainment itself.

## Studio Readyng Finest Motion Picture Release Schedule Ever Offered

"We have the finest release schedule Walt Disney Productions has ever offered."

That is the optimistic forecast Card Walker, Walt Disney Productions vice-president in charge of marketing, made recently as he looked down the list of nine feature motion pictures scheduled for release through mid-1968.

The happiest event of last summer could have been the evening of June 23, when *The Happiest Millionaire* had its Cal Arts benefit premiere for the California Institute of the Arts at the Pantages Theatre in Hollywood. The gala event introduced a musical that has everything, including a cast headed by Fred MacMurray, Tommy Steele, Greer Garson, Geraldine Page, Gladys Cooper, Hermino Baddeley, Lesley Ann Warren and John Davidson.

Opening as a hard-ticket, reserved-seat feature, *Millionaire* will go into broader release across the country next year.



A highlight of Walt Disney's *The Happiest Millionaire* is the romance of Cordelia Drexel Biddle (Lesley Ann Warren) and Angier Duke (John Davidson).

In July, the company released *The Gnome-Mobile*, a feature-length comedy, starring Walter Brennan, Tom Lowell and those *Mary Poppins* kids, Matthew Garber and Karen Dotrice. The picture is a whimsical adventure set in northern California's majestic redwood forests.

It has now been nearly four years since the release of a new Disney feature-length animated film, but, *The Jungle Book* is worth waiting for. Out at Christmas-time, it is easily the funniest full-length cartoon ever in our long history.

Inspired by the classic Kipling tales about the jungle boy, Mowgli, and his friends from the animal kingdom, *Jungle Book* is a real tribute to Walt and the finest animation department in the business.

The New Year will get off to a rousing start with the release of *Blackbeard's Ghost* in February. This hilarious comedy fits the amazing talents of Peter Ustinov perfectly, who stars with Dean Jones and Suzanne Pleshette. *Ghost* is so good that the company is considering opening it early enough in the year to qualify for Academy

Award consideration.

Two other films, which have just completed production, will go into release in the first half of 1968, according to current plans. First will be the new Dick Van Dyke picture, *Never a Dull Moment*, a feature-length comedy, starring Edward G. Robinson and Dorothy Provine, about an actor who is mistaken for a hired killer, then corralled by a crime kingpin to carry out the real thing.

Wrapping up the twelve-month schedule will be another major musical comedy in the recent Disney tradition — *The One and Only, Genuine, Original Family Band*. It is packed with eleven songs by the Academy Award-winning Sherman brothers, and headlines another big-name cast: Buddy Ebsen, Walter Brennan, Janet Blair, and those popular young stars from *Millionaire*, John Davidson and Lesley Ann Warren.

Walker sums it up this way: "These all add up to what we feel is the finest schedule we've ever had, at any time. It's a real tribute to Walt and to our creative production teams."



In Walt Disney's upcoming cartoon feature, *The Jungle Book*, Baloo the Bear, Bagheera the Panther, and Mowgli the cub join Rudyard Kipling's other animal friends in a delightful musical adventure.

Walt Disney's *Blackbeard's Ghost* is one of the company's most hilarious films ever, starring Peter Ustinov as the ghost, and Kelly Thordson, the cop, among others.



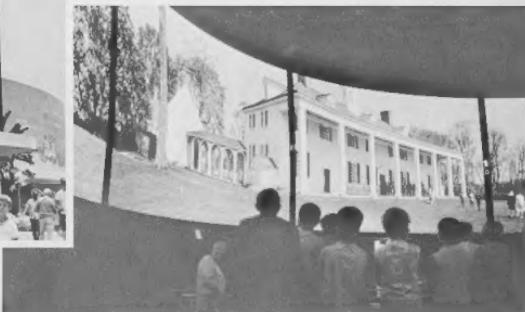


The highlight of Disneyland's new Tomorrowland is the WEDway PeopleMover transportation system, presented by Goodyear, which emanates from the central hub of the new area, just below a new Rocket Jet adventure.

Bell's trip through beautiful America is shown in a theatre that completely encircles the audience.



The Bell Systems *America the Beautiful* exhibit forms a major part of the Tomorrowland facade.



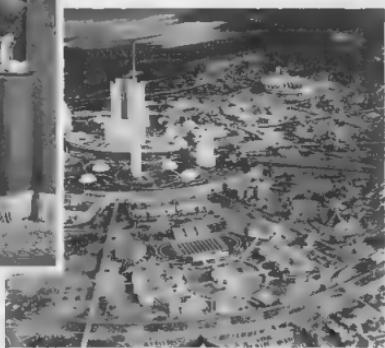


The unique Tomorrowland facade is also enhanced by the new Adventure Thru Space. The adventure takes Disney guests on a journey through the world of the atom and molecule.



Such eras as pre-electricity days . . .

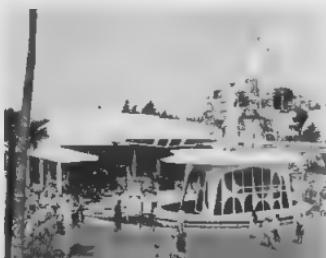
Seen from the PeopleMover loading platform, General Electric's Carousel of Progress theatre presents a showing of electricity's contributions to better living.



. . . and an exciting city of the future model are shown.



Coca Cola's Tomorrowland Terrace is a restaurant of the future, where the best in dining and entertainment are served daily.



## POWER OF PARK: Disneyland Generates Dollars By The Second

The tourist-recreation industry has generated an economic impact of more than a billion and a quarter dollars on the Disneyland area since July, 1955. That's just under \$3.40 per second!

That startling breakdown — a conservative estimate, even at that, for Disneyland's first 378,432,000 seconds of

operation — is an indication of the economic impact of the Magic Kingdom and the brand new industry it brought to Anaheim . . . the tourist-recreation industry.

A brand new multi-million dollar Convention Center across the street from Disneyland is symbolic of what has happened in and around Anaheim since the day in 1954 when Walt Disney chose the "home on the Santa Ana River" (Anaheim) as the site for Disneyland. For Disneyland's impact reaches far outside the berm that

surrounds the Park.

The tourist-recreation industry, goes far beyond the hotel-motel, restaurant, gas station business level. In depth it affects nearly every strata of commercial life. And to this, add employee payrolls, purchase for goods and services, new construction, taxes of all types, and all the other support functions that directly and indirectly make up this mammoth market.

More than 60,000,000 people from all over the world have come to Disneyland since 1955. This represents nearly one-third of the entire population of these United States. To serve them, an area of Southern California that was little more than a quiet orange grove a dozen years ago has become the major family recreation center of the West. In fact, the Greater Anaheim area now has

- 94 hotels and motels with 4,300 rooms (there were four motels and less than 100 rooms in 1955),

- A 44,000-seat baseball stadium, home of the American League's California Angels (last year, their first in Anaheim, the Angels led the American League in home attendance with 1.4 million customers — outdrawing the New York Yankees by a quarter-million fans);

- And now, the 9,000-seat multi-purpose Convention Center, which will host trade and industrial shows, and theatrical and sporting events

Its major business, however, will be the "family convention," a highly promotable idea that finds Dad at the business sessions while Mom and the kids enjoy Disneyland. In this field, the Disneyland area has pioneered a pattern that soon will be repeated with the opening of Disney World in Florida.

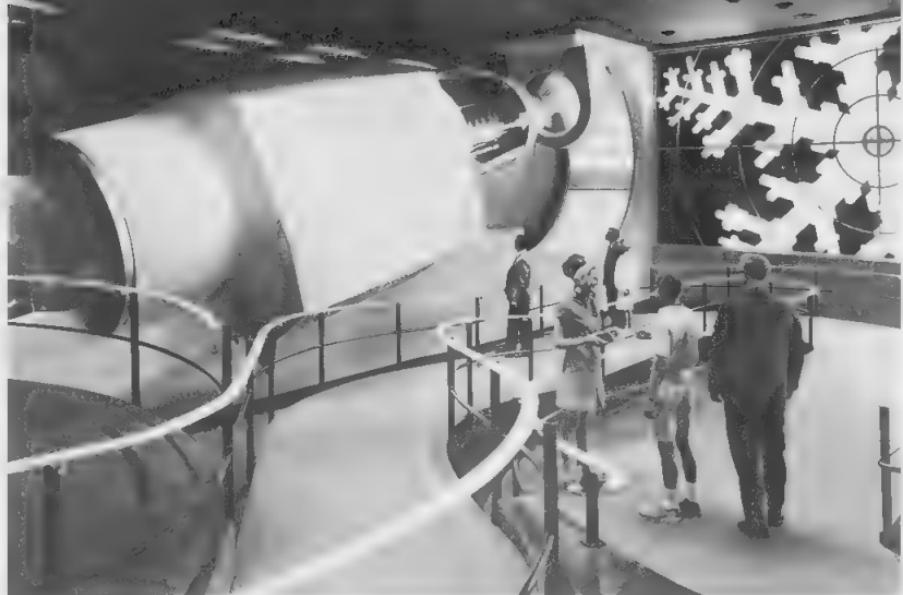
Economists call the importing of tourist dollars into a community "new money" — legal tender forever lost to the area in which it was earned because it is expended in another. They say, too, that the tourist-recreation industry has "a greater economic velocity and multiplier effect on its environment than any other known industry."

At \$3.40 per second over a period of twelve years (or 378,432,000 seconds) the total take runs to about \$1,286,668,000, an impact that is bound to affect staggering changes.

One look at the before and after of the Disneyland-Anaheim area will begin to give you some idea of what the state of Florida will experience when the much bigger Disney World begins to be operational there in the 1970's.



The opening this past Summer of Anaheim's new multi-million dollar convention center marked the latest result of Disneyland's fantastic impact upon Orange County.



Through interesting displays and orderly, well designed aisles, the waiting lines at Monsanto's Adventure Thru Inner Space are kept to a minimum even on busy days

## At Disneyland, Even The Queues Are Fun

The leisure-time science of having people wait in line and love it has been developed to a high degree at Disneyland. During busy summer days, the queue has become both an entertainment tool and a means of controlling crowds.

"People," as Walt Disney said, "don't like to be left standing there."

The solution to this problem was first found at Disneyland's Jungle

Cruise, which instantly produced multiple lines of waiting ticket-holders.

"We soon understood that we needed a single file, no matter how long," says the Park's Operations Director, Dick Nunis. "So, we compressed the queue into orderly, laminated folds and set about devising a means of keeping the waiting guests amused and moving."

The primary aims of the queue are: safety, courtesy, entertainment and capacity, in that order.

Lines are kept moving by the constant improvement of loading prac-

tices. *Jungle Cruise* boats were given two loading gates instead of one. *Small World* craft are loaded and unloaded in tandem, with every seat a point of entry and departure. And Monsanto guests board the new *Adventure Thru Inner Space* from a moving platform, keeping the waiting lines in continuous motion.

Still, the Fall season is the best time for Magic Kingdom Club families to visit Disneyland, when it is cool, more comfortable, and the queue system nearly eliminates the waiting line entirely.

## FILM DISTRIBUTION: Important But Little Known Part of Movies

Little is known and even less has been said publicly about one of the most important parts of motion picture making, film distribution — the business of getting a film from the studio to theatres throughout the country.

Buena Vista Distribution Company, a subsidiary of Walt Disney Productions, handles Disney filming in the United States and most foreign markets.

"In the states, we have eight district

offices," explains Don Conley, Buena Vista's Pacific Coast District Manager. "They are located in the top major markets (Los Angeles, Denver, Chicago, Philadelphia, Boston, Atlanta, Dallas, and Cleveland) and are responsible for the scheduling of Disney pictures in these 'key areas' first. When they determine the total number of theatres, we order just enough extra copies (prints) of the film to fill their needs, usually about 400. We also use these prints later in other theatres in smaller marketing areas.

"The publicity generated and volume of business done in these first openings usually sets us up perfectly

for thousands of other theatre bookings across the country."

One thing that Buena Vista is very particular about is the kind of film that a theater runs with a Disney picture. "We simply can't allow a theatre owner to run an objectionable picture with ours — one that would be undesirable to parents and their children. We've cancelled many engagements for that very reason."

After a picture is introduced in the United States, it is often scheduled for foreign release — and, again, Buena Vista is there to book the maximum number of theatres and assure that the high Disney standards are maintained.

## Bell System Girls Have Unique Employee Program

Disneyland's Bell Telephone exhibit in Tomorrowland has one of the most unusual employee arrangements in the world. And, although it may be impractical for other companies in other situations, it is one of the most efficient systems in the Magic Kingdom.

The all-girl crew of 54 is made up entirely of Bell Telephone employees, and only female Bell employees are eligible to apply for the job. The girls come from a variety of Bell System offices around the Southern California area with a variety of different backgrounds — everything from clerks to secretaries to telephone operators. Some are married and most are between the ages of 18 and 25. The girls work at Disneyland for only six months.

As the Bell exhibit manager, Opal Henn, explained, "This job at Disneyland is the high point in most of the girls' careers, marking a promotion for them to a management level at the Park. And the excitement of working at Disneyland keeps them tops in morale! By changing girls every six months, we eliminate any possibility of employees getting bored with their jobs and we give more girls in the company opportunities for promotion."

All applicants are chosen by a Bell Telephone supervisor on the basis of



Bell Telephone hostesses explain one of the latest telecommunication systems, the Picturephone, where you can see the person to whom you are talking.

attitude, attendance, work performance, leadership ability, personality, and appearance. The ability to speak a foreign language is also a valuable consideration — better for handling visitors from afar. The final selection is made by Opal Henn and her assistants.

"We give the girls a five-day training program and start them right away," explains Opal. "It is really a public relations position, with such responsibilities as taking VIP tours, crowd control, and public speaking. Most of the girls are very sad at the

end of their six months, but all of them leave quite polished and enlightened. Many have received promotions to management levels shortly after returning to their previous positions."

Highlighting each of the girls' short but extremely valuable stay at Disneyland is a special critique session led by Dr. James Young, head of the speech and drama department of the California State College at Fullerton. Each speech presentation is fairly criticized and each girl is given a few pointers on handling herself and her career.

## Disney Dubbing Means Quality in Any Language

"The next best thing to learning thirteen languages," Walt Disney once remarked, "is to have my voice dubbed in different languages."

Walt Disney's opening address on each foreign version of Walt Disney's *Wonderful World of Color* is so perfectly dubbed that the people abroad believe he is actually speaking their language.

The believability of other Disney products in foreign countries is due to the high degree of dubbing perfection achieved by the Disney Foreign Department. Walt always strove for perfection, and the Disney name has become trademark for the highest quality in entertainment.

Present-day Disney dubbing is far superior to the use of sub-titles as a means of adapting domestic films for foreign release. The greatly increased believability, and the resulting in-

creased enjoyment, is only one advantage.

Around the world, a principal audience for the Disney product is children. Up to a certain age, youngsters are unable to read sub-titles, requiring an adult to act as interpreter. Dubbing is important to easily communicate to the bulk of the youth.

Communication is enhanced for adult viewers, too. Of necessity, subtitles are condensed versions of the actual lines and never convey the flavor of the spoken dialogue. Also, more time is required to read than to listen, further limiting the sub-title content.

The adult audience appeal lies in the accurate translation of the film. And rather than a word-for-word mechanical equivalent, the dialogue is adapted to capture the intended meaning and feeling of the original. Whenever necessary, perfect lip-synchronization is sacrificed slightly for an appropriate line.

"The quality of our foreign versions

has made our image abroad what it is here at home," explains Jack Cutting, Foreign Department Supervisor. "The actual dubbing is always done in the foreign countries because this is where the best talent is found. Our quality is achieved by taking an active role in all phases of adaptation."

Currently, all productions are adapted into French, Spanish, Italian and German; animated and nature features are dubbed also into Portuguese, Swedish, Danish, Japanese, Finnish and Norwegian. Less frequently, films are also dubbed in Russian, Hindustani, Korean and Cantonese.

These dubbed versions will continue to delight future generations the world over. *Snow White* has been released four times in Europe. Recently, it has been redubbed to update its speech patterns and to improve the sound quality with the newest recording equipment, and thus preserving the perfection and quality of the Disney name.

## Disneyland Railroad Dates Back Farther Than Company

One of the most interesting of all Disneyland attractions is the *Santa Fe and Disneyland Railroad*—its history goes even farther back than the history of the Magic Kingdom.

Walt Disney first became interested in trains in Kansas City, Missouri, where he was born and raised. His first job was that of a news butcher, selling soft drinks, newspapers, candy and fruit on the trains. This led to a hobby of model trains and finally the completion of a  $\frac{1}{6}$  scale backyard railroad several years before Disneyland was created.

The engine of his railroad, the *Lilly Belle*, was used as the prototype for the *Santa Fe and Disneyland Railroad*.

road. It was first "blown up" in drawings; then a plywood "mockup" was constructed large enough for a man to walk through. When it was determined that a six-foot door was adequate for a human passenger, the rest of the train followed in proportion.

The size of the door dictated the size of the roof, the sides, and finally the wheels, 36 inches across on the tracks, the same width as the narrow gauge railroads.

Sketches, patterns and other detail work was done at the Walt Disney Studios, while the fabrication of wheels, frames and boilers was done by outside contractors. The final assembly was done at Disneyland in the roundhouse. This train, the C. K. Holliday, named for the founder of the Santa Fe; and the E. P. Ripley, named for one of the early presidents of the rail-

road, were completed in 1955 and are currently used at Disneyland.

During 1958, the Railroad was expanded and the *Grand Canyon Diorama* was added. Built at a cost of \$435,000, the most striking feature of the Diorama is a full color painting of the Grand Canyon, 307 feet long and 34 feet high.

In 1966, the railroad was expanded again for the new *Primeval World Diorama*. Here, in an "Audio-Animatronic" re-creation of Pre-historic times, train passengers view the animal and plant life of a million years ago and witness the exciting action as *Tyrannosaurus Rex* and *Stegosaurus* engage in mortal combat.

Today, the trains travel on a  $1\frac{1}{4}$ -mile course during their daily grand circle tours of the Magic Kingdom.

A rare photo, the C. K. Holliday (left) and E. P. Ripley in front of the Main Street depot.





Marcia Miner, Disneyland's 1967 Ambassador, helps the dwarfs with their luggage as they prepare to tour the U.S. for Walt Disney's *Snow White and the Seven Dwarfs*.

## Park's Ambassador Joins Snow White and Dwarfs On Twenty-Day Promo Tour

"It was a lot of hard and strenuous work, but one of the most rewarding experiences of my life."

That's the way the Disneyland Ambassador, Marcia Miner, summed up her recent twenty-day, 18-city tour across the country promoting the fifth release of Walt Disney's animated classic, *Snow White and the Seven Dwarfs*.

"We had a fairly large group," ex-

plained Marcia, "including the Snow White and Seven Dwarf characters from the Park, an accompanying musician and three tour supervisors, all traveling aboard the company's Gulfstream turbojet.

"The purpose was to promote the nation-wide release of *Snow White* through television, radio and newspaper interviews, and personal appearances on many TV shows, in parades, at theatres and department stores. We also tried to visit at least one children's hospital in each city.

"This was the most rewarding part of the trip for me — watching these

young children light up as the dwarfs danced and sang by their bedside. But, we were very well received everywhere. We got so much publicity that many radio and TV stations set up extra interviews on the spot. I did about 15 or 16 hours of radio time alone."

"We made several appearances each day in the swing through Dallas, Houston, Miami, Atlanta, Indianapolis, Cincinnati, Washington, D.C., Philadelphia, Boston, Buffalo, Toronto, Cleveland, Detroit, Chicago, Milwaukee, Minneapolis, St. Louis, and Denver. The most relaxing part of the trip was the company of each other. We all made friends very easily. Some of the fellows took on the personality of the 'dwarf' they portrayed. Happy was happy all the time — and Grumpy would always tell us to shut up. No matter how tired or exhausted we were, he would say 'shut up,' and we'd be laughing again."

Reports from the studio indicate that the tour was one of the most successful promotions ever undertaken by the company. In its fifth release, *Snow White and the Seven Dwarfs* has nearly doubled the total gross of the previous release, and it is still going strong in many cities throughout the country — sure to be a record high for any re-issued animated picture in the company's history.



The Disneyland Ambassador, Marcia Miner, was always on hand, especially for the many visits to children's hospitals across the country.



In Philadelphia, the dwarfs had a ball leading a parade down main street aboard one of the city's newest fire engines.

## Through the Disney Lens

Throughout the year, many Magic Kingdom Club families are awarded Royal Disneyland Weekends as Families of the Month.

Each family receives a weekend that includes Disneyland ticket books, a night at the Disneyland Hotel and meals at the hotel's exclusive Gourmet Restaurant.

Winning families' names are drawn by an MKC selection committee, from organizations representing previous Family of the Month winners.



The Ernestine Hembree family (Inter-Community Hospital of Covina), Magic Kingdom Club winners for January.



The Mad Hatter stops in to say hi to the Robert Clover family (163rd Fighter Group, Air Defense), MKC winners for January.



Kathlyn O. Meade (Deluxe Check Printers, Inc.) and her husband, December Magic Kingdom Club winners.



December "Family of the Month" winners, Marilyn Ries (California Institute of Technology) and family meet Alice and friends during their day at the Magic Kingdom.



March "Family of the Month" winner, Captain David C. Stockman (Oxnard Air Force Base) introduces his wife and children to one of Disneyland's special greeters, the White Rabbit of Alice in Wonderland fame.



Beginning their day at Disneyland as March Magic Kingdom Club winners, the F. W. Patzwald family (The Martin Company) enjoy a ride down Main Street, U.S.A., with the Disneyland Fire Department.



Mr. and Mrs. Kenneth Foltz (Metropolitan Water District) January MKC winners.

Mrs. Helen A. Boughton (Whittaker Corp.), a February MKC winner, and her daughter meet Mickey during their day at Disneyland.



The Ellwood Harper family (Aluminum Company of America) prior to setting out on their fun-filled day at the Magic Kingdom as February winners.



# The Disneyland Way...

Much has been said about Disneyland's courteous, friendly young hosts and hostesses. We get hundreds of letters (Club members are very good about writing) suggesting various areas for improvement in the Park, etc. But mostly you comment on our friendly young people... and inquire about our recruitment and training program.

It's all very simple! They attend the University of Disneyland, which has, in a short 12 years, "graduated" more than 20,000 people — Tour Guides, Adventureland boat pilots, Pack Mule "skinners," street sweepers, ticket sellers, river-boat captains, Monorail pilots, and perhaps a dozen "Plutos."

The University of Disneyland is truly unique in the vast field of American training programs. Founded by Walt Disney, the University is an outgrowth of his philosophy on the Park — what it is, and what it means to the public. It is also the natural result of the practical experience of operating Disneyland — the person-to-person "role" of creating happiness for others through entertainment.

The program is a "total approach" to Disneyland guest relations training. It begins with pre-employment "casting" of each new employee (aimed at making the first impression of Disneyland a friendly one) and ends with "role" instruction... the on-the-job aspects of preparing a new Disneylander to meet and greet the public.

"Many thanks," writes John Gough, Personnel Director for Ralphs Grocery Company, "for your interest and help to Meryl Lee in her job as Tour Guide at Disneyland. It is a wonderful, exciting and educational experience for her. Never an evening passes that she doesn't come home full of enthusiasm and anecdotes on her day's work. Really, though, I should not say 'work,' for to her it is an experience in living.... As her father, I have always been proud of Mary Lee and her many abilities and achievements. But I had no realization how quickly her Summer experience at Disneyland would develop her personality. She became far more self-assured and added greatly to her poise and her social grace and awareness."

Well said, John! As the father of six girls (four already working summers in the Park) I couldn't have put it more eloquently.

CLUB MANAGER

# Disneyland

DISNEYLAND  
Anaheim, Calif.  
McAdoo 6-8605  
Keystone 3-4456

## FALL SEASON — 1967

### MAGIC KEY TICKET BOOK

(Includes Admission and ANY 10 Attractions of Your Choice)

Effective September 11, 1967

	Value	Box Office Price
ADULT .....	(\$10.50)	\$4.50
JUNIOR (12 thru 17) .....	(\$10.00)	\$4.00
CHILD (3 thru 11) .....	(\$ 7.25)	\$3.50

### NOT AVAILABLE TO THE GENERAL PUBLIC

Available ONLY at Disneyland's Main Gate with Magic Kingdom Club Membership Card

PHONE: MAGIC KINGDOM CLUB HEADQUARTERS — EXTENSION 511

### REGULAR TICKET BOOKS AND SPECIAL RATES FOR GROUPS OF 15 OR MORE

A	B	C	D	E	General Admission Ticket
10c	25c	35c	60c	75c	

#### 10-RIDE TICKET BOOK

(1)	(1)	(2)	(3)	(3)	(1)	Value	Box Office Price	Price to Groups (15 or More)
ADULT .....						(\$8.10)	\$4.50	\$4.05
JUNIOR (12 thru 17) .....						(\$7.60)	\$4.00	\$3.60
CHILD (3 thru 11) .....						(\$5.55)	\$3.50	\$3.15

#### 15-RIDE TICKET BOOK

(1)	(2)	(3)	(4)	(5)	(1)	Value	Box Office Price	Price to Groups (15 or More)
ADULT .....						(\$10.80)	\$5.50	\$4.95
JUNIOR (12 thru 17) .....						(\$10.30)	\$5.00	\$4.50
CHILD (3 thru 11) .....						(\$ 8.05)	\$4.50	\$4.05

#### •DATE NITE TICKET BOOK

(2)	(2)	(2)	(2)	(2)	(2)
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(\$10.10) \$6.50

\*On sale after 5:00 P.M., any evening the Park is open until 10:00 P.M. or later. May be used only after 5:00 P.M.

### SPECIAL INFORMATION...

One leader to be given Free ADMISSION ONLY when accompanying group of 15 children and juniors purchasing ticket books (commercially-sponsored groups excepted).

Group Services Office MUST be contacted two days prior to the trip to Disneyland to confirm final arrangements. On arrival, ONE PERSON must pick up the ticket books at the "Pre-Arranged Groups" window and distribute them to the group.

PHONE: GROUP SERVICES — EXTENSION 511

### GENERAL ADMISSION ONLY

Entitles guests to admission to Disneyland, its free shows, exhibits, and entertainments, and to visit the four "lands" and Main Street.

ADULT .....	\$3.00
JUNIOR (12 thru 17) .....	\$2.50
CHILD (3 thru 11) .....	\$.75

SO THAT YOUNG PEOPLE may become better acquainted with one of the greatest figures in American History, all Disneyland visitors 17 years of age or under are invited to be Disneyland's guests, to spend a few GREAT MOMENTS WITH MR. LINCOLN. A complimentary admission is included with each main entrance ticket, for Juniors and Children.

PRICES SUBJECT TO SEASONAL VARIATION

# THE MAGIC KINGDOM CLUB CALENDAR

## SEPTEMBER

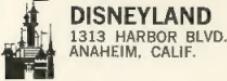
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Open 9-1	2 Open 9-1
3 Open 9-1	4 Open 9-12 Labor Day	5 Open 10-12	6 Open 10 - 12	7 Open 10 - 12	8 Open 10 - 12	9 Open 10 - 1
10 Open 10-9	11 Open 10 - 6	12 Open 10 - 6	13 Open 10 - 6	14 Open 10 - 6	15 Open 10 - 6 Private Party L.A. Firemen 8 - 1	16 Open 10 - 12 Director's Guild Day
17 Open 10 - 7	18 CLOSED	19 CLOSED	20 Open 10 - 6	21 Open 10 - 6	22 Open 10 - 6 Private Party System Dev. Corp. - 8 - 1	23 Open 10 - 7 Prudential Day Private Party UC Bank 8 - 1
24 Open 10 - 7 Ind. Order of Foresters 8 - 1	25 CLOSED	26 CLOSED	27 Open 10 - 6	28 Open 10 - 6	29 Open 10 - 6 Private Party Camp Pedition 8 - 1	30 Open 10 - 7 Dixieland 8 - 2

## OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Open 10 - 7	2 CLOSED	3 CLOSED	4 Open 10 - 6	5 Open 10 - 6	6 Open 10 - 6 Private Party Transportation Assoc. 8 - 1	7 Open 10 - 7 Private Party Bank of America 8 - 1
8 Open 10 - 7	9 CLOSED	10 CLOSED	11 Open 10 - 6 Senior Citizens Day	12 Open 10 - 6	13 Open 10 - 6 Private Party Interstate Engineering 8 - 1	14 Open 10 - 7 Private Party Aerospace 8 - 1
15 Open 10 - 7 Private Party Eastern Star 8 - 1	16 CLOSED	17 CLOSED	18 Open 10 - 6	19 Open 10 - 6	20 Open 10 - 6 Private Party Retail Clerks 8 - 1	21 Open 10 - 7 Private Party Retail Clerks 8 - 1
22 Open 10 - 7 Private Party North American Aviation 8 - 1	23 CLOSED	24 CLOSED	25 Open 10 - 6 Private Party Amer. Inst. of Aeronautics 7:30-12:30	26 Open 10 - 6 Lutheran Schools Day	27 Open 10 - 6 Private Party Association of U.S. Army 8 - 1	28 Open 10 - 7 Private Party Navy Night 8 - 1
29 Open 10 - 7	30 CLOSED	31 CLOSED				

## NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Open 10 - 6	2 Open 10 - 6	3 Open 10 - 6 Private Party Lockheed 8 - 1	4 Open 10 - 7 Private Party AIResearch 8 - 1
5 Open 10 - 7	6 CLOSED Private Party California Grocers 7-12	7 CLOSED	8 Open 10 - 6	9 Open 10 - 6	10 Open 10 - 6 Private Party Orange County Employees 8 - 1	11 Open 10 - 7 Private Party Hughes 8 - 1
12 Open 10 - 7	13 CLOSED	14 CLOSED Private Party AFIPS 7-12	15 Open 10 - 6	16 Open 10 - 6	17 Open 10 - 6 Private Party IBM 8 - 1	18 Open 10 - 7 Private Party Aerojet 8 - 1
19 Open 10 - 7	20 CLOSED	21 CLOSED	22 Open 10 - 6 Private Party TRW Systems 8 - 1	23 Open 10 - 12 Midnite Thanksgiving	24 Open 10 - 12 Midnite	25 Open 10 - 1
26 Open 10 - 7	27 CLOSED	28 CLOSED	29 Open 10 - 6	30 Open 10 - 6		



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